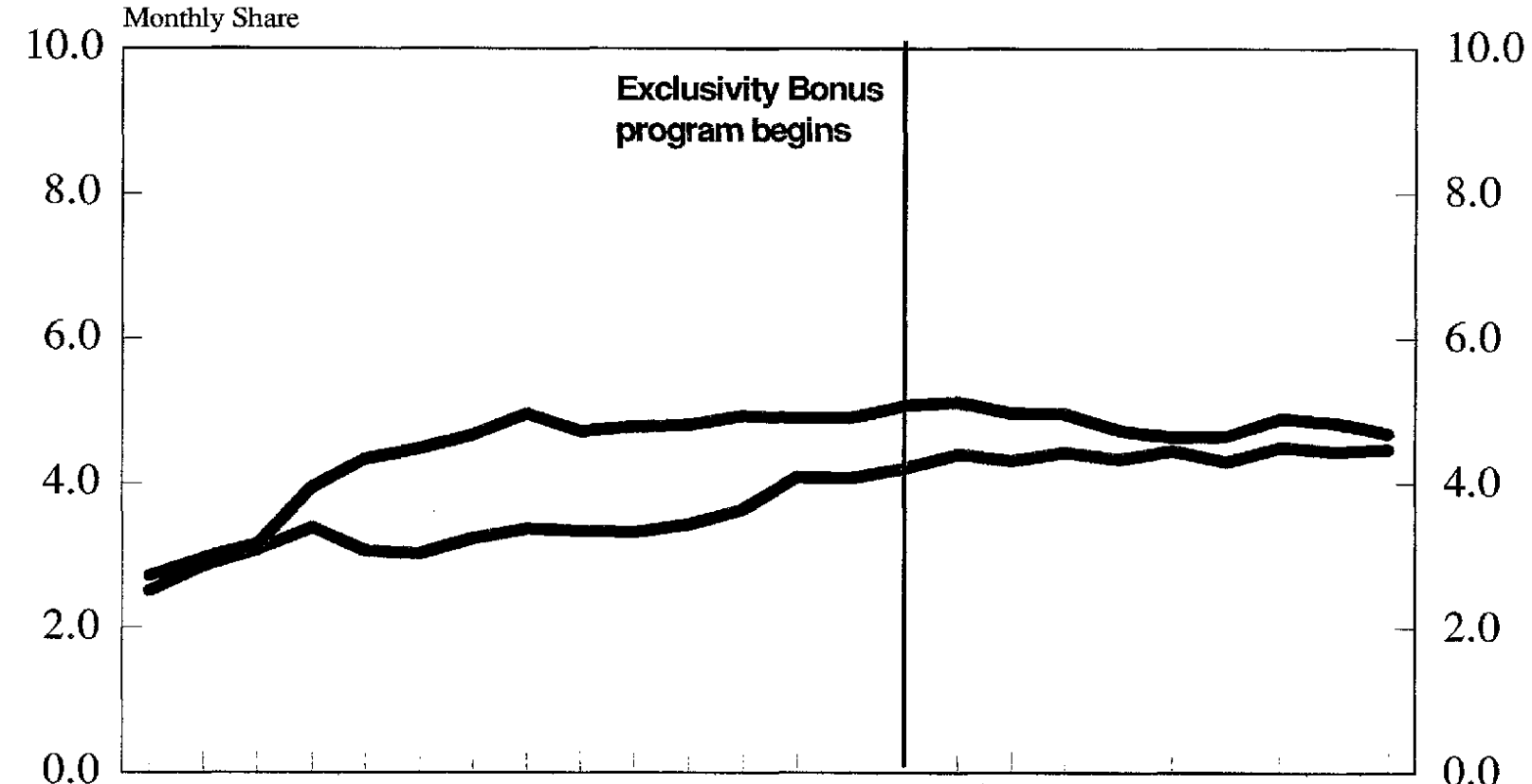
Basic Total U.S. - Supermarkets



	Jan-93	Feb-93	Mar-93	Apr-93	May-93	Jun-93	Jul-93	Aug-93	Sep-93	Oct-93	Nov-93	Dec-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94
Non-Exclusive Retail Masters	2.7	3.0	3.2	3.9	4.3	4.5	4.7	5.0	4.7	4.8	4.8	4.9	4.9	4.9	5.1	5.1	5.0	5.0	4.7	4.6	4.7	4.9	4.8	4.7
Exclusive Retail Masters	2.5	2.9	3.1	3.4	3.1	3.0	3.2	3.4	3.3	3.3	3.4	3.6	4.1	4.1	4.2	4.4	4.3	4.4	4.3	4.4	4.3	4.5	4.4	4.5

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Non-Exclusive Retail Masters
Exclusive Retail Masters

Note: Retail Masters definitions as of 12/94
Source: Nielsen Integrated Panel - Disaggregated data

Source: https://www.industrydocuments.ucsf.edu/docs/hsnm0004